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Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

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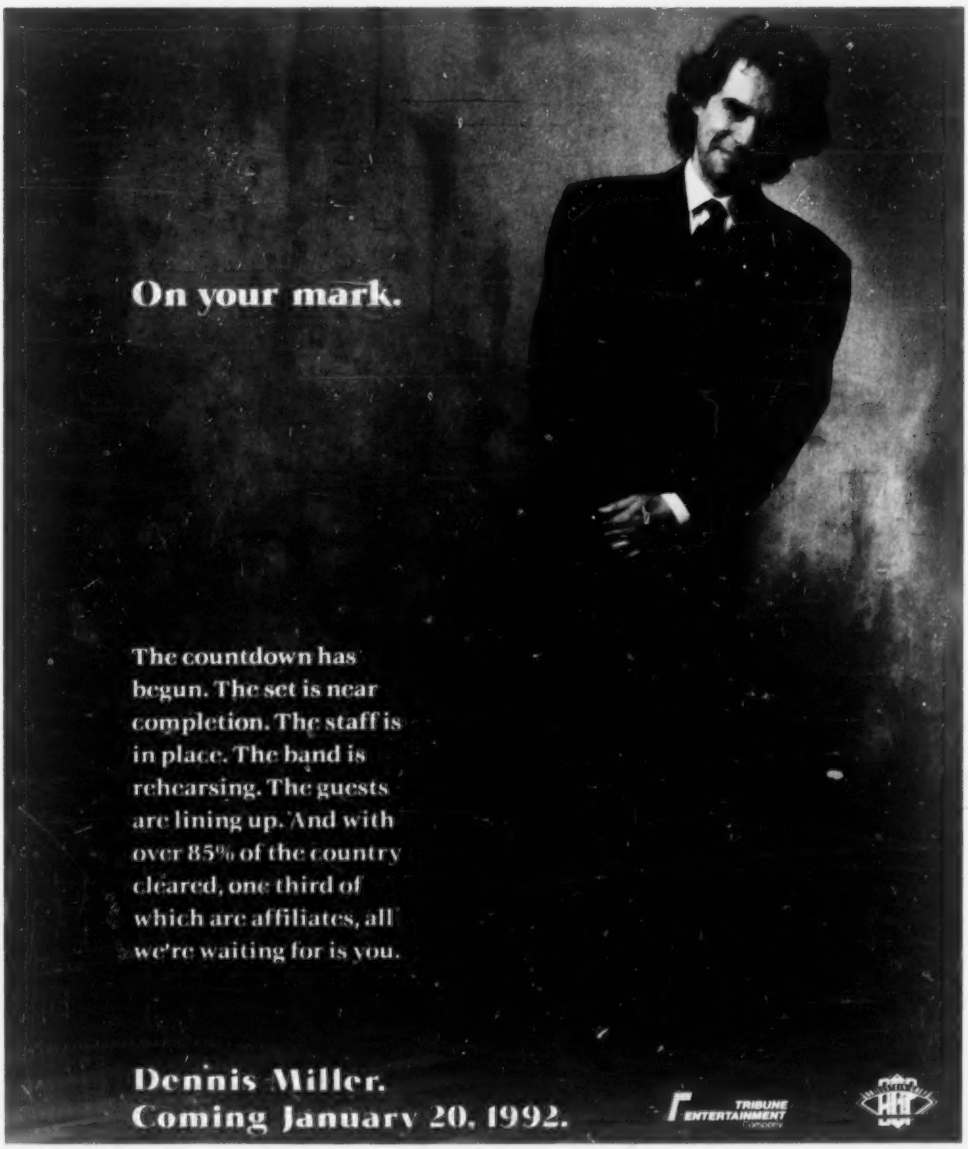
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The countdown has begun. The set is near completion. The staff is in place. The band is rehearsing. The guests are lining up. And with over 85% of the country cleared, one third of which are affiliates, all we're waiting for is you.
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THE RISING TIDE OF BARTER page 3

TALKERS TRY FOR '92 DEBUT

By Steve McClellan

As this season's new talk shows continue their struggle to find audiences, even newer talk shows are building clearances for next season debut. Genesis Entertainment last week said it has signed 38 stations covering 32% of the country for the new *Whoopi Goldberg Show*. And Viacom Enterprises said it agreed to extend production of the *Montel Williams Show* through April 1992. *Montel*, which launched in the summer with a few stations, was picked up by WCBS-TV New York last week.

Both shows are capitalizing on the recent cancellation of failed first-year talk shows. WCBS-TV New York will use *Montel* in place of *The Chuck Woolery Show*, from Group W Productions. Group W announced it was pulling the show two weeks ago, effective in January.

Phil Oldham, executive vice president, Genesis, says the company was exploiting opportunities opened in late night with the demise of the *Ron Reagan Show*, as well as ABC's decision to give back the post-*Nightline* time period to affiliates.

According to Oldham, 11 affiliates in the top 25 markets have so far picked up *Whoopi*. Among them: WJW-TV Cleveland; KOVR(TV) Sacramento, Calif.; WJZ-TV Baltimore, WFSB(TV) Hartford, Conn.; KHOU-TV Houston; KXAS-TV Dallas; WPLG(TV) Miami; KMGH-TV Denver; WISH-TV Indianapolis, and WXYZ-TV Detroit.

WCBS-TV is putting *Montel* on the air for the second time. It had the show at 9 a.m. last summer, but replaced it with *Woolery*. Last week, the show was picked up by another *Woolery* station, WDIV-TV Detroit. According to Viacom first-run chief Michael Gerber, WDIV-TV is running *Montel* at 3 p.m. against soap operas: "We think it will do well coming in and out of soaps and as alternative viewing to soaps."

Now, *Montel* is cleared in 25% of the country. The show is being offered for cash plus barter, but until coverage reaches 70%, Viacom is giving back the barter to stations to sell locally. *Whoopi* is being sold on straight barter, with three-and-a-half minutes of both local and national time. ■

This Week

ALL-BARTER UNCERTAINTY / 3

A cash shortage at TV stations, studios say, is prompting a trend toward all-barter deals in off-network syndication. Both sides are gambling on the health of the ad market—and the ratings appeal of shows—one or two years down the road.

NBC TAKES NOVEMBER / 26

Although final results aren't available until today (Dec. 2), NBC looks like the November sweeps winner. CBS, however, says that only an "unprecedented collapse" in its prime time performance can keep it from winning the season.

PAY CABLE FIGHTS PPV FOR BOUTS / 36

The Nov. 23 telecast of the Holyfield-Cooper bout did well for HBO, but industry obser-vers—and PPV programers—wonder why Time Warner ran the fight on pay cable and not PPV.

BEER AD BAN THREAT / 44

Beer and wine makers have begun to include responsible drinking messages in their promotions, but federal agencies are pushing for strictures ranging from voluntary guidelines to outright bans. The radio industry believes the goal is admirable, but bristles at the prospect of further regulation.

All-barter trend picked up speed with CPT's 'Designing Women' offer in May (p.3).

TELCO ENTRY: STEP BY STEP / 51

Edging rather than jumping into cable, telcos are hoping to persuade the FCC to allow them to acquire a minority interest in local cable systems. The request will likely come Jan. 23, when comments are due in the FCC's video dial tone inquiry.

PIECE OF THE GRANITE / 58

Granite Broadcasting Corp. is hoping that its offering of 2.75 million shares of common stock will be greeted with a friendly public reception. With $15 million due its lenders by the end of March, the equity offering will help Granite avoid restructuring or selling one of its stations.

CABLE SYSTEMS BUY OUTAGE MONITORS / 64

When Jim Quesnell created the Cable Watch outage-time monitor two years ago, the idea was to give subscribers a weapon to appeal full-time billings for less than full-time service. So far, though, his only orders have come from cable systems.

TIME WARNER SPORTS

Time Warner runs boxing bout on HBO, not PPV (p.36).

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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At Deadline

INDIE WISH LIST

INTV representatives made a swing through the FCC just before Thanksgiving, trying to make sure an upcoming review of the ban against broadcast networks' owning cable systems does not turn into a rush to repeal the ban. A three-page memo left behind says the rulemaking should be neutral—that is, should not tentatively conclude that the ban be repealed or relaxed. Should the FCC opt to relax the ban, it says a new set of must-carry rules should be included.

PUBLIC POSSIBILITY

Metroplex Communications is considering a public stock offering early next year. With that in mind, it has retained Media Venture brokers Charles Giddens and Randy Jeffery to appraise its WPRD(AM)-WMGF(FM) Orlando, Fla. Cleveland-based Metroplex owns five other FM's and four other AM's.

For other late-breaking news, see "In Brief," page 88.

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'Star Trek' tops 'Wheel'

'Next Generation' beats game show for first time to take top NSS spot for week ending Nov. 17

By Steve McClellan

Star Trek: The Next Generation, went where no regularly scheduled syndicated series has gone, at least in the past five years—it beat *Wheel of Fortune* in the ratings. According to the Nielsen Syndication Service program rankings (Nov. 11-17), *Star Trek* was the number-one show for the the week with an average 15.4 household rating. *Wheel* was number two, with an average 15.0. (*Star Trek* is a one-hour first-run weekly show, while *Wheel* is a strip.)

According to Paramount research, it was the first outright win for *Star Trek: TNG* since its debut in 1987, although it tied *Wheel* last May. The episode that beat *Wheel* was part two of an episode featuring Leonard Nimoy reprising his role from the original series as Mr. Spock.

Jeopardy! was the third-ranked show for the week with a 13.3, the *Oprah Winfrey Show* was fourth with an 11.4 and *Entertainment Tonight* was fifth with a 9.4.

It's unclear exactly how much *Trek* was helped by the Spock episode. The show has been the beneficiary of a lot of press coverage recently. This year is the 25th anniversary of the original *Star Trek*'s debut on NBC, and just over a month ago series creator Gene Roddenberry died. In addition, the sixth "Star Trek" theatrical movie, set to open in theaters this week, is also getting a lot of coverage. As to syndication, Paramount hopes to capitalize on the success of the show with the possible launch of a spinoff first-run companion next season (BROADCASTING, Nov. 25). For the season, *Trek* is up 16% to an average 14.1 rating. ■

NBC PICKS ROHRBECK TO HEAD O&O'S

NBC has named John Rohrbeck, president and general manager, KNBC-TV Los Angeles, to succeed Al Jerome as president of the NBC owned stations division. Jerome is leaving NBC after 17 years to join Dallas-based Spectradyne Inc., as president (BROADCASTING, Nov. 25). Jerome's departure is effective Dec. 16. Rohrbeck, who has run KNBC-TV for more than seven years (and WRC-TV Washington for six years before that), will relocate to New York. Replacing him at KNBC-TV will be Reed

John Rohrbeck

Reed Manville

Bill Bolster

Bill Moll

Manville, currently manager of sales planning for KNBC-TV.

In a related development, Bill Bolster, former president of the Multimedia Broadcasting station group, has been named president and general manager of WNBC-TV New York. He succeeds Bill Moll, who is moving to the group level as vice president, market development, reporting to Rohrbeck. WNBC-TV is currently third among affiliates in the market, sign-on to sign-off. While Moll is well respected and liked inside the company, sources said upper management has been mulling a management change for some time. Bolster has a reputation as a very hard-nosed, aggressive competitor, who is expected to shake things up at the station.

tributed the growth in part to the network's debut of programs year-round, not the least of which was the new-season debut of *Beverly Hills 90210* this summer.

Fox also posted strong gains in male demographics, becoming number two among men 18-34. The network was first among teens and third with adults 18-34, men 18-49 and children 2-11.

LITTLEFIELD HAILS 'POPULIST' WIN

At a press conference in Los Angeles, Warren Littlefield, president, NBC Entertainment, said NBC's November sweeps performance was "a populist victory because it came from many different sectors," citing the numbers pulled in from new and veteran series, as well as the net-

NBC's Warren Littlefield

work's long-form programing such as *The Gambler Returns*. He also pointed out the double-run of *Back to the Future III*, which attracted an estimated 55 million viewers in its two airings. Littlefield said he is considering double-running "Kindergarten Cop" starring Arnold Schwartzenegger in the February sweeps as a result of the experiment with *Back to the Future III*.

Littlefield also outlined several projects which will make up the network's lineup for midseason. The hour-long *Man and Machine* by Dick Wolf, and John Herzfeld's drama *The Fifth Corner* will be available for February and join the previously announced *Powers That Be* (formerly *Love Child* from Norman Lear, *Home Fires* from Bruce Paltrow, and *Wes Craven's Nightmare Cafe*.

SYNDICATION UPDATE

TALK TALK

Although Group W Productions decided last week to pull the plug on its production of *The Chuck Woolery Show*, other rookie first-run syndicated talk strips are showing some signs of ratings growth. Paramount Domestic Television's *The Maury Povich Show*, which picked up two-year commitments (104 weeks) and stronger early fringe clearances from stations, has grown 29% in the Nielsen Syndication Service (NSS) national ratings, going from a debut week 3.1 rating (Sept. 9-13) to a 4.0 rating in the report for the week ending Nov. 10. *Povich* has measured a season-to-date 3.5 rating average nationally. Warner Bros. Domestic Television Distribution's *Jenny Jones Show* has shown 25% growth, going from a 1.5 debut rating to a 2.0 rating in the most recent report. *Woolery*, on the whole, remained flat with a season-to-date 1.4 rating.

□

Viacom Enterprises' *The Montel Williams Show*, which has been undergoing an on-air test in approximately a dozen markets, averaged a 3.8 rating (NSI) during the first three weeks of the November sweeps, improving 16% from its first-week rating (3.2). A competing syndication source says *Montel* may also see boosted numbers with rumors last week that it may regain its morning slot on WCBS-TV New York, which it gave up to Group W Productions' canceled *Chuck Woolery Show*.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	15.4/246/98
2. Wheel Of Fortune	15.0/222/98
2. Jeopardy	13.3/216/98
4. Oprah Winfrey Show	11.4/223/99
5. Entertainment Tonight	9.4/184/96
6. Current Affair	9.1/171/93
7. Wheel of Fortune (Wknd)	8.9/193/85
8. Cosby Show	8.7/207/96
9. Donahue	7.7/229/99
9. Married...With Children	7.7/167/94
11. WKRP In Cincinnati	7.6/241/98
12. Inside Edition	7.0/128/87
13. Sally Jessy Raphael	6.3/207/97
14. Hard Copy	5.1/169/92
15. Star Search	5.1/195/97

EMERGENCY PERSONNEL

Leonard DePanicis, vice president of program development, First Media Entertainment, has been named executive producer of *Emergency Call*, a half-hour weekly reality series syndicated by Genesis Entertainment. Since its 2.4 debut rating (NSS, Sept. 16-22), *Emergency Call*'s ratings have improved 12% to a 2.7 in the weekly report ending Nov. 10. *Emergency Call* is produced at Studio Six Productions (a division of Marriott Corp.'s First Media Entertainment) in Orlando, Fla.

SPORTS HIGHLIGHT

Since being licensed to handle syndication of *George Michael's Sports Machine*, a late-night sports weekly from NBC O&O WRC-TV Washington, ITC Distribution has cleared the show in over 125 markets (according to the NSS report, ending Nov. 10). *Sports Machine* also posted its highest national numbers in the report, with a 3.0 rating nationally, up 20% from its 2.4 season-to-date rating.

NEW FOR CHRISTMAS

Paramount Domestic Television will be offering a newly remastered version of the 1954 theatrical "White Christmas," starring Bing Crosby, Danny Kaye and Rosemary Clooney, for syndication this holiday season.

□

Baruch Entertainment, a Washington-based syndicator, has cleared *Success Through Education: A Salute to Hispanic Excellence*, in over 50 major Hispanic TV markets representing 91% of total Hispanic households. The hour-long special is hosted by Edward James Olmos (*Miami Vice*, "Stand and Deliver") and standup comedian Paul Rodriguez, honoring outstanding Hispanic achievements in space, the environment, technology, engineering, industry and education.

Broadcasting's Ratings Week ϟ Nov 18-24

	ABC	CBS	NBC	FOX
MONDAY	15.2/23	17.1/26	14.6/22	NO PROGRAMING
8:00	63. MacGyver 10.0/16	15. Evening Shade 16.1/25	22. Fresh Prince 15.5/24	
8:30		8. Major Dad 17.8/26	40. Blossom 13.1/19	
9:00	14. NFL Monday Night Football—Buffalo Bills at Miami Dolphins 16.3/27	3. Murphy Brown 19.9/28	26. NBC Monday Night Movies—Chance of a Lifetime 14.8/22	
9:30		9. Designg Wmn 17.6/25		
10:00		22. Northern Exposure 15.5/25		
10:30				
TUESDAY	14.9/22	19.9/30	11.1/17	NO PROGRAMING
8:00	5. Full House 19.2/29	17. Rescue: 911 15.9/23	63. I'll Fly Away 10.0/15	
8:30	11. Home Improvemt 17.3/25			
9:00	6. Roseanne 18.6/26	1. CBS Tuesday Night Movie—In a Child's Name Pt. 2 21.9/33	46. In the Heat of the Night 12.0/17	
9:30	19. Coach 15.8/22			
10:00	72. Homefront 9.1/15		56. Law and Order 11.4/18	
10:30				
WEDNESDAY	11.2/18	11.6/19	13.4/22	NO PROGRAMING
8:00	43. Dinosaurs 12.9/21	68. Brooklyn Bridge 9.5/15	13. Unsolved Mysteries 16.9/27	
8:30	30. Wonder Years 14.1/22	76. Royal Family 8.3/13		
9:00	31. Doogie Howser 14.0/22	45. Jake and the Fatman 12.1/19	42. Night Court 13.0/20	
9:30	66. Anything But Love 9.9/16		49. Seinfeld 11.8/19	
10:00	77. Civil Wars* 8.2/14	35. 48 Hours 13.7/24	57. Quantum Leap 11.0/19	
10:30				
THURSDAY	9.3/15	12.3/19	16.6/26	12.7/19
8:00		49. Top Cops 11.8/18	17. Cosby 15.9/25	29. Simpsons 14.4/22
8:30	81. ABC Movie Special—The Entertainers 7.0/11		7. A Diffnt. World 18.5/29	68. Drexell's Class 9.5/15
9:00		53. 48 Hours 11.6/17	4. Cheers 19.8/29	37. Beverly Hills 90210 13.4/20
9:30			15. Wings 16.1/24	
10:00	33. Primetime Live 13.9/23	37. Knots Landing 13.4/22	27. L.A. Law 14.6/24	
10:30				
FRIDAY	13.3/23	9.3/16	9.4/16	5.2/9
8:00	24. Family Matters 14.9/26	59. Rescue: 911 10.4/18	86. Fresh Prince 6.1/11	85. America's Most Wanted 6.3/11
8:30	31. Step By Step 14.0/23			
9:00	39. Perfect Strngrs 13.2/22	71. Carol Burnett Show 9.3/16	61. NBC Movie of the Week—Back to the Future Part III 10.1/17	89. Best of the Worst 4.1/7
9:30	53. Baby Talk 11.6/19			89. Totally Hiddn Video 4.1/7
10:00	40. 20/20 13.1/23	78. Trials of Rosie O'Neill 8.1/14		
10:30				
SATURDAY	10.7/18	8.7/15	12.4/22	6.2/11
8:00	72. Who's the Boss? 9.1/15	80. Bob Newhart Anniversary Special 7.3/12	34. Golden Girls 13.8/23	79. Cops 8.0/14
8:30	75. Growing Pains 9.0/15		52. Walter & Emily 11.7/20	72. Cops 2 9.1/15
9:00	55. ABC Sunday Night Movie—Funny Farm 11.5/20	70. A Party for Richard Pryor 9.4/16	24. Empty Nest 14.9/25	88. Charlie Hoover 4.4/8
9:30			46. Nurses 12.0/21	91. Get A Life 3.3/6
10:00			57. Sisters 11.0/20	
10:30				
SUNDAY	12.2/18	18.3/27	13.1/20	9.1/13
7:00	63. Life Goes On 10.0/15	2. 60 Minutes 21.5/33	46. NFL Post Game 12.0/20	87. True Colors 6.0/9
7:30			84. The Torkelsons 6.6/10	81. Parker Lewis 7.0/11
8:00	19. Am Fun Home Vid 15.8/23	10. Murder, She Wrote 17.5/25	60. Hot Country Nights* 10.3/15	44. In Living Color 12.8/18
8:30	28. Am Fun People 14.5/21			66. Roc 9.9/14
9:00	49. ABC Sunday Night Movie—Dead and Alive 11.8/18	12. The Very Best of Ed Sullivan II 17.1/26	21. NBC Sunday Night Movie—Deception: A Mother's Secret 15.6/23	36. Married w/Childn 13.5/19
9:30				61. Herman's Head 10.1/15
10:00				83. Paul Rodriguez: Crossing Gang Lines 6.7/10
10:30				
WEEK'S AVGS	12.4/20	14.1/22	13.0/20	8.5/13
SSN. TO DATE	12.2/20	13.9/23	12.8/21	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

HOLYFIELD-COOPER A WINNER FOR HBO, BUT...

Pay bout does well, but others wonder why Time Warner didn't opt for PPV

By Rich Brown

Home Box Office chalked up some healthy numbers for its Nov. 23 Holyfield-Cooper bout, and hopes to do the same with the Foreman-Ellis matchup on Dec. 7. But some industry observers are questioning Time Warner's strategy in placing such heavyweight bouts on pay cable instead of its TVKO pay-per-view arm.

The Holyfield-Cooper fight scored a 19.2/29 in HBO homes, representing about 3.8 million households. The success of the fight left some wondering how much money the fight could have brought to the PPV industry, which already lost out on upwards of $100 million from the canceled Nov. 8 Holyfield-Tyson bout.

"It seems to me that if we are going to ask the public to pay for the true heavyweight fights on pay per view, all the heavyweight fights ought to be on pay per view," said Jim English, senior vice president, programing, Viewer's Choice.

Viewer's Choice had unsuccessfully tried to persuade Time Warner Sports to offer the Holyfield-Cooper bout on PPV, according to English. He said the event probably could have garnered a 3% buy rate at a $24.95 retail price, which would have given Time Warner and cable operators a $15-million pie.

Although cable operators missed a PPV opportunity, a number of those operators said they also recognized the importance of strengthening the pay cable service.

"I think we could have had a reasonable buy rate on it if it were pay per view and could have made a certain amount of money on it," said Ted Livingston, senior vice president, marketing, Continental Cablevision.

MAJOR PPV FIGHTS IN THE LAST YEAR

Bout	*Date*	*Est PPV rev*
Holyfield-Douglas	**10/90**	**$39M**
Tyson-Ruddock	**3/91**	**$35M**
Holyfield-Foreman	**4/91**	**$50M**
Tyson-Ruddock	**6/91**	**$43M**

"Whether that's more or less than the benefit it accrues to HBO is sort of hard to assess. It's a very tough one to call."

Time Warner Sports president and TVKO head Seth Abraham last week stood firmly by the decision not to have placed the Holyfield-Cooper fight on PPV. Abraham said the only parties who would have made money on a PPV telecast of the Holyfield-Cooper bout would have been the boxers themselves. Holyfield was believed to have been guaranteed a purse in the area of $7 million; Cooper reportedly picked up about $750,000.

"There's no chance in the world that the fight could have done any business selling as a pay-per-view fight," said Abraham. "In hindsight, obviously, after the results are known, then everybody says, 'Why didn't you do that on pay per view?' "

Abraham said deciding whether an event goes on HBO or TVKO is an instinctual process with no specific rules. The company each year tries to supply 8 to 10 championship fights to HBO and a monthly PPV card to TVKO.

"It's not like you've got a rule book that you can refer to that says this fight is a pay-per-view fight and this is an HBO fight," said Abraham. "Our assignment is to calibrate them and make sure that HBO has a continued supply of high-quality championship boxing."

Abraham said the Holyfield-Cooper bout appeared to be so one-sided prior to the fight that it was doubtful the event would have drawn significant PPV numbers. Only one hotel in Las Vegas had posted odds on the bout, he said, and those odds were 22-1. Likewise, he said, Jimmy Ellis is a relatively unknown quantity in the upcoming fight with Foreman.

Choosing between pay cable and PPV is not an easy decision, agreed competitor Scott Kurnit, president, Showtime Event Television Pay Per View. He estimated the Holyfield-Cooper fight probably could have garnered a 2 or 3 buy rate on PPV. ■

HBO PICKS A FIGHT

Continuing the boxing-match-as-spectacle promotion that characterized George Foreman's last heavyweight bout, HBO broke a new spot last week on network television for Foreman's upcoming fight against Jimmy Ellis. BBDO New York, which created the spot, said it "takes a satiric look at the ex-boxing champ in training by emphasizing his well-publicized penchant for eating."

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $0 □ 0

FM's □ $2,101,000 □ 6

AM-FM's □ $26,273,275 □ 9

TV's □ $250,000 □ 1

Total □ $28,624,275 □ 16

Year to Date:

AM's □ $70,117,999 □ 240

FM's □ $211,593,609 □ 263

AM-FM's □ $327,946,849 □ 198

TV's □ $1,054,104,400 □ 77

Total □ $1,663,762,857 □ 778

For 1990 total see Jan. 7, 1991 BROADCASTING.

selling WSOM(AM)-WQXK(FM) Sioux City, Iowa ("Changing Hands," Nov. 11). Patrick also has interests in Signal Communications, licensee of WMTR(AM)-WDHA-FM Morristown-Dover, N.J. **Buyer** is headed by Cy W. Chesterman (24.46%), who also has interests in Chesterman Communications, licensee of KSJB(AM)-KSJZ(FM) Jamestown, N.D. KMNS is fulltimer with C&W format on 620 khz with 1 kw. KSEZ has AOR format on 97.9 mhz with 100 kw and antenna 643 feet above average terrain.

WMLO(FM) Havana, Fla. (Tallahassee) □ CP sold by Ed Winton to John H. Phipps Inc. for $725,000 cash. Sale in 1990 for $2.2 million fell through ("Changing Hands," Jan. 29, 1990). **Seller** also has interests in WEZI-AM-FM Memphis and KCKJ(AM)-KCBQ(FM) Roswell, N.M. **Buyer** is headed by John E. Phipps and Dennis O. Boyle, and is also licensee of WCTV(TV) Thomasville, Ga. (Tallahassee, Fla.), and has partnership interest in WPBF(TV) Tequesta, Fla. (West Palm Beach). WMLO has beautiful music format on 104.9 mhz with 2.1 kw and antenna 400 feet above average terrain.

KLGN(AM)-KBLQ-FM Logan, Utah □ Sold by Logan Broadcasting Co. to Sun Valley Radio Inc. for $572,279.37. **Seller** is headed by James Epstein, who has interests in WSTJ(AM)-WNKV(FM) Johnsbury and WIKE(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. **Buyer** is headed by Marvin K. Frandsen (100%), and owns Western Communications Inc., licensee of KECN(AM)-KLCE(FM) Blackfoot and KIKN(AM) Idaho Falls, both Idaho. KLGN has country format on 1390 khz with 5 kw day and 500 w night. KBLQ has AC format on 92.9 mhz with 50 kw and antenna 154 feet above average terrain.

KWLI(FM) Eagle, Colo. □ Sold by Joyce Communications Inc. to High Country Communications Inc. for $500,000. **Seller** is headed by Robert J. Joyce, and has no other broadcast interests. **Buyer** is headed by Burke Kaplan, and has no other broadcast interests. KWLI has AC format on 101.5 mhz with 36 kw and antenna 2,219 feet above average terrain.

KKHR(FM) Anson, Tex. Sold by George L. Chambers to Mayflower Broadcasting Corp. for $475,000. **Seller** has interest in KHJM(FM) Taft, Okla., and has interest in CP's for KGBM-FM Randsburg, Calif., and KWQA(AM) Hawley, Tex. **Buyer** is headed by Charles L. Webster, who was recently granted license of KGDD(AM)-KBUS(FM) Paris, Tex. KKHR has Spanish, urban contemporary format on 98.1 mhz with 50 kw and antenna 292 feet above average terrain.

KUKI-AM-FM Ukiah, Calif. □ Sold by James D. Johnson to Ukiah Broadcasting Corp. for $465,000. **Seller** is trustee for estate of Fenton Broadcastng Inc.; he has no other broadcast interests. **Buyer** is headed by Keith Bussman and John LaRue. LaRue is permittee of KSPY(FM) Quincy, Calif. KUKI(AM) is fulltimer with AC format on 1400 khz with 1 kw. KUKI-FM has C&W format on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. *Broker: William A. Exline Inc.*

WSRX(FM) Fort Myers, Fla. □ Sold by Youth Foundation of America Inc. to Radio Training Network Inc. for $375,000. **Seller** is headed by Lloyd Sheehan, and has no other broadcast interests. **Buyer** is headed by Bill Watkins and James L. Campbell, and has interests in WLFJ(FM) Greenville, S.C.; WJIS(FM) Bradenton, Fla., and WFDR(AM)-WVFJ-FM Manchester, Ga. WSRX has CHR format on 91.5 mhz with 3 kw and antenna 285 feet above average terrain.

WKDE-AM-FM Altavista, Va. □ Sold by Fernbrook Broadcasting Corp. to DJ Broadcasting for $300,000. **Seller** is headed by Mark I. Jacob, and has no other broadcast interests. **Buyer** is headed by David P. Hoehne, who is account executive at WVFT(TV) Roanoke-Lynchburg, Va. WKDE(AM) has religious format on 1000 khz with 1 kw day. WKDE-FM is on 105.5 mhz with 3 kw and and antenna 328 feet above average terrain. *Broker: Snowden Associates.*

KODI(AM)-KTAG(FM) Cody, Wyo. □ Sold by Randy L. Royal to Yellowstone Ventures Inc. for $286,000. **Seller** is bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Donald G. Price, and has no other broadcast interests. KODI is fulltimer with AC format on 1400 khz with 1 kw. KTAG has CHR format on 97.9 mhz with 100 kw and antenna 1,901 feet above average terrain.

KTNL(TV) Sitka, Alaska □ Sold by Dan and Kathie Etulain, husband and wife, to Sitka News Bureau Inc. for $250,000. **Seller** has no other broadcast interests. **Buyer** is TV production company headed by Marty W. Baggen; it has no other broadcast interests. KTNL is CBS and ABC affiliate on ch. 13 with 199 w visual, 30 w aural and antenna 782 feet below average terrain.

SOLD!

WINZ-AM/WZTA-FM, Miami, Florida and WWNZ-AM/WZTU-FM, Orlando, Florida from Guy Gannett Publishing Company to Paxson Broadcasting, Inc.

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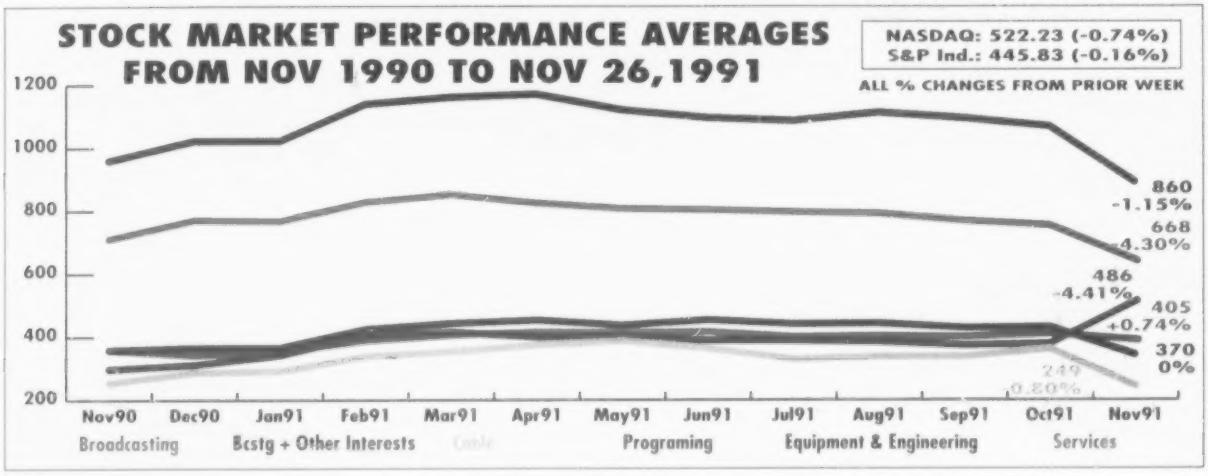
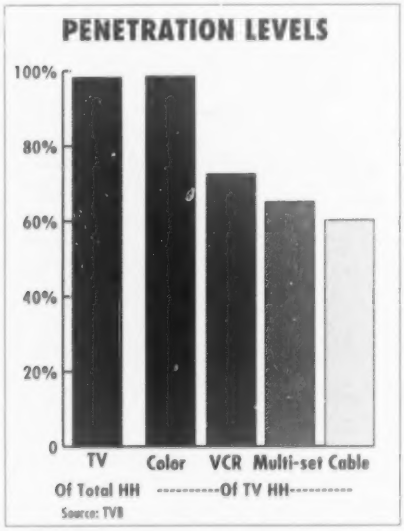
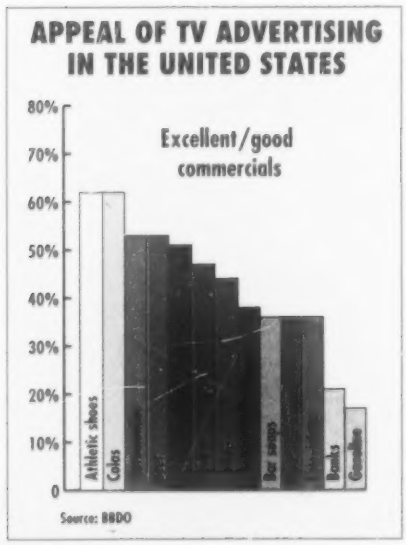
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.